

Select Focus Areas

“These winnable battles take on the leading causes of death and disability and the tremendous economic burden they place on our health system. While it won’t be easy, we believe our efforts can make a real difference.”

Thomas R. Frieden, MD, MPH

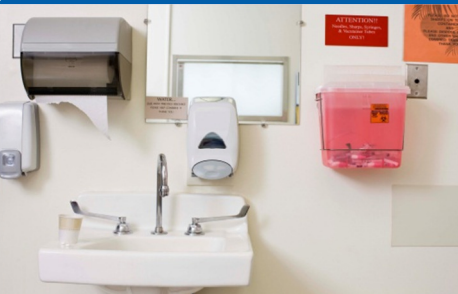
Overview and Approach: Winnable Battles

To keep pace with emerging public health challenges and to address the leading causes of death and disability, the Centers for Disease Control and Prevention (CDC) is focusing on “winnable battles.” While not de-emphasizing work in other areas, this is an important effort to achieve measurable impact quickly in a few targeted areas.

To date, CDC has identified six areas as key domestic winnable battles for improving our nation’s health, based on the scope of the burden and the ability to make significant progress in improving outcomes.

These winnable battles include:

Healthcare-Associated Infections



HIV



Motor Vehicle Injuries



Nutrition, Physical Activity, Obesity and Food Safety



Teen Pregnancy



Tobacco



CDC’s Role in These Areas

By identifying clear targets and by working closely with our public health partners, we can make significant progress in these areas. Through the winnable battle process, CDC staff are working to bring the most feasible and cost-effective strategies to scale to make a meaningful impact on health nationwide.



Centers for Disease Control and Prevention
Office of the Associate Director for Program

Winnable Battles

Broad Goals

Healthcare-Associated Infections (HAIs)	Nutrition, Physical Activity, Obesity and Food Safety
<ul style="list-style-type: none"> • Improve adherence to infection prevention guidelines • Improve national surveillance • Improve capacity at state and local health departments 	<ul style="list-style-type: none"> • Provide technical assistance and evaluate the effect of nutrition standards for foods marketed to children • Reduce trans fat in the food supply • Reduce sodium levels in processed and restaurant foods • Research and evaluate the effect of front-of-package labeling • Increase the number of people who meet the physical activity guidelines • Improve knowledge of incidence, trends, burden and causes of foodborne illness • Improve state and federal epidemiologic, laboratory and environmental health capacity to quickly detect and respond to foodborne outbreaks • Decrease the rate of foodborne illness and the number of foodborne outbreaks each year
HIV	Teen Pregnancy
<ul style="list-style-type: none"> • Implement and support the National HIV/AIDS Strategy • Reduce the number of new HIV infections in the United States • Ensure linkage to continuity of care • Implement comprehensive Prevention with Positives • Implement prevention with high-risk negatives • Improve data monitoring and dissemination • Reduce HIV-related disparities 	<ul style="list-style-type: none"> • Decrease pregnancies among adolescent females • Delay initiation of sexual activity among teens • Increase use of contraception, particularly long-acting, reversible methods, among sexually active teens
Motor Vehicle Injuries	Tobacco
<ul style="list-style-type: none"> • Every state, territory and tribal area in the United States has evidence-based public health programs and policies in place to prevent motor vehicle-related injury and death • Every person in all seating positions is buckled up on every trip • Every driver has a blood alcohol concentration (BAC) below the illegal limit on every trip • All teen drivers are covered by the strongest graduated driver license (GDL) policies/practices and parental monitoring is ensured 	<ul style="list-style-type: none"> • Track tobacco use and prevention policies • Use media to highlight the dangers of tobacco • Reduce exposure to secondhand smoke • Provide effective cessation services • Enforce bans on tobacco advertising, promotion and sponsorship

For more information or to learn about CDC's work in these areas, please visit: www.cdc.gov/winnablebattles or contact 800-CDC-INFO (800-232-4636) or cdcinfo@cdc.gov